



CITY OF LAS VEGAS
OFFICE OF BUSINESS DEVELOPMENT

THE URBAN RENAISSANCE

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VOLUME III • 2007



Current photo of Fifth Street School interior courtyard, which is being revitalized.

Fifth Street School To Take On New Life

Renovation of the historic **Fifth Street School** was kick-started with an official celebration this past spring. **Mayor Oscar B. Goodman** and **Mayor Pro Tem Gary Reese** were among the dignitaries on hand to celebrate. The \$9.5 million worth of renovations are slated for completion in the first quarter of 2008.

Plans are for this 28,900-square-foot building to evolve into a “cultural oasis” in the heart of downtown Las Vegas, providing tenant space to an assortment of local arts organizations including:

- **Nevada School of Arts**, a nonprofit organization promoting music education.

(“Fifth Street School” continued on page 2)

National Travel Writers Tour Downtown Las Vegas

Ten travel writers from across the United States were provided with an exclusive tour of downtown Las Vegas’ chic and bohemian spots this past spring. The three-day tour was organized and hosted by the **Las Vegas Convention and Visitors Authority** and the city’s **Office of Business Development**.

The travel writers represented media and organizations targeted at the travel industry.

Tour highlights included:

- A behind-the-scenes look at the **Fremont Street Experience**.
- An Elvis-officiated wedding, complete with pink Cadillac, at the **Viva Las Vegas Wedding Chapel**.
- An historic walking tour of downtown Las Vegas.
- A pub crawl highlighting the new establishments open in the **Fremont East District**.
- A walking tour of the vintage Vegas signs in the **Neon Boneyard**.

(“Travel Writers” continued on page 10)

Fifth Street School *(continued from page 1)*



Rendering of future look for Fifth Street School interior courtyard.

- **University of Nevada, Las Vegas Downtown Design Center**, home to the **UNLV College of Fine Arts and School of Architecture**.
- **Las Vegas Chapter of the American Institute of Architects**.

Opened in 1936, the school is located at the corner of Las Vegas Boulevard and Clark Avenue. The 70-year-old building was constructed during the Depression Era shortly after the completion of the Hoover Dam. The facility and its site is listed on the National Register of Historic Places.

The building's historic exteriors will be restored to their original appearance.

Plans also call for new interior finishes, clay tile roofing, landscaping

and a new parking lot. Scheduled renovations include the installation of new heating, air conditioning, electrical and plumbing systems. The city's **Redevelopment Agency** recently awarded a contract to **Richardson Construction** to begin the renovations. The Redevelopment Agency is responsible for redevelopment activities in the city of Las Vegas. The Las Vegas City Council serves as the board of the Redevelopment Agency.

"It is exciting to see all of the ground work that was laid for this project come together now in this final phase of renovation," Mayor Goodman said. "We've worked very hard to reach this point and to have the funding in place to restore the Fifth Street School, one of Las Vegas' treasures, to better than

new condition."

Councilman Reese said much of the school will be restored to its original Spanish mission style. "When work is completed this will become a cultural center featuring performance areas and gallery space, classrooms and more," said Councilman Reese, who represents this area of Las Vegas.

The **city of Las Vegas Public Works Department** is overseeing the Fifth Street School's renovations; **KGA Architecture** is the design firm for this project; and funding for these renovations is being provided by the city's Redevelopment Agency. **A.C. "Stoney" Douglas** is project manager for the agency.



Mayor Oscar B. Goodman discusses details of a planned arena to be located in downtown Las Vegas during a pre-submittal conference with interested developers held this past May. Six proposals were received. City staff, along with a Blue Ribbon Committee of the City Manager's Office, evaluated the proposals and

made a recommendation to City Manager Doug Selby that **REI Neon, LLC** be selected as the developer. REI has been assembling land off Main Street and Charleston Boulevard for an approximately 85-acre, mixed-used development including a 22,500-seat arena.

Union Park Touted as the New Downtown Las Vegas

There's a new look and feel coming to the downtown Las Vegas area.

It's called **Union Park**. Located in the heart of downtown, Union Park was recently promoted by **Rita Brandin**, vice president and development director for **Newland Communities**, as the way of the future for this urban core. Brandin spoke during the Las Vegas Commercial Real Estate Women's spring meeting at Lawry's restaurant.

Newland Communities was hired by the city of Las Vegas to provide master planning and marketing for the 61-acre downtown complex. The developer is currently involved with over 60 active

projects in 14 states, including 100,000 entitled residential units.

According to Brandin, this new "city within a city" will:

- Be pedestrian-oriented.
- Incorporate a multitude of uses.
- Be developed as a destination for locals.
- Feature distinct neighborhoods with overlapping uses including the following:
 - Medical office district with multi-storied buildings.
 - Symphony Park neighborhood including **Smith**

Center for the Performing Arts and four acres of open space.

- Core residential neighborhoods featuring a combination of low-, mid- and high-rise residential units over ground-floor retail.
- Office/retail areas with casino/hotel/entertainment possibilities.

Brandin emphasized that Union Park developers will be required to build "pocket parks," small gathering places throughout the 61 acres that encourage people to congregate. In addition, retail is planned to enliven the street-level portions of this development in order to avoid "solid masses of building walls" along the pedestrian corridors, Brandin said.

Estimates are that Union Park will encompass a total of almost 9.4 million square feet of varied building space. All development, with the exception of the Smith Center for the Performing Arts and the roadways, will be private.

Originally Union Park was anticipated to evolve over 15 years. Cur-



An example of what developers envision for Union Park residential areas.

("Union Park" continued on page 9)

\$135 Million Mixed-Use Condo Project Progresses



Above is a rendering of what the Verge mid-rise condominium development is expected to look like.

Another developer has tossed their hat into the ring, planning on taking advantage of downtown Las Vegas' ongoing renaissance, which is changing the urban core into a live/work/play area. **Verge Living, LCC** is currently developing a \$135 million, mixed-use, mid-rise condominium complex targeted at local professionals

interested in urban living. This mixed-use development, named **VERGE**, will be located on the northeast corner of Main Street and Bonanza Road. The developer asserts the project is scheduled to break ground during the summer of 2007 and be completed in the fall of 2008.

Verge Facts:

- Nine-story condominium/loft mid-rise development.
- Mixed-use project including ground-floor retail/commercial uses and residences on the upper floors.
- Planned amenities include: onsite grocery store, 10,000-square-foot fitness center with locker rooms and saunas, rooftop restaurant, two pools, pet playground, racquetball courts, theatre room.
- Number of residences: 296.
- Thirty-nine floor plans available including studios; one-, two- and three-bedroom condominiums; and two-story lofts. Sizes range from 600 to 2,500 square feet.
- Prices range from \$149,000 to slightly over \$1 million (with 60 percent of the residences priced under \$400,000).

Streamline Tower Celebrates Topping-Off

Streamline Tower, a high-rise residential development located on Las Vegas Boulevard in the downtown's new entertainment district, **Fremont East**, reached a construction milestone on June 1 of this year when the top floor of the 21-story building was finished.

The development consists of 275 one-, two- and three-bedroom residences available in 14 different open floor plans, ranging in size from 847 square feet to 2,044 square feet.

Prices range from the \$400,000s to approximately \$1.4 million. A six-level, 428-space parking garage is also incorporated into the tower's design, as is a fitness center, clubhouse, rooftop swimming pool and landscaped terrace.

Development officials stated that the Streamline development has attracted a broad spectrum of buyers "looking to become part of the downtown transformation."



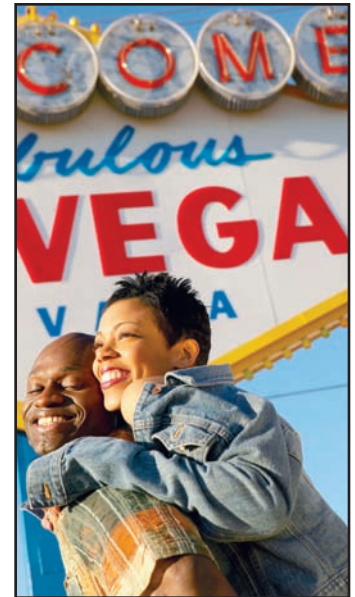
Mayor Oscar B. Goodman poses with a Las Vegas showgirl on the 16th floor of Streamline Tower.

Economic Indicators

EMPLOYMENT ACTIVITY ⁽¹⁾

Indicator	Clark County	Las Vegas
Unemployment Rate*	4.2%	4.2%
New Jobs*	10,793	2,912
Total Employment	936,996	252,802
Goods Producing		
Natural Resources & Mining	516	53
Construction	113,357	32,845
Manufacturing	27,787	7,233
Services Producing		
Trade, Transportation & Utilities	163,171	42,907
Information	11,989	3,582
Financial Activities	51,240	19,781
Professional & Business Services	118,656	40,185
Education & Health Services	110,457	36,354
Leisure & Hospitality	281,409	53,630
Other Services	20,758	7,610
Government	36,717	8,158
Unknown/Other	939	464

Note: Employment is establishment-based (by place of work) and includes multiple job holders.
This data is not seasonally adjusted.
* Estimated for Las Vegas.



TOURISM ACTIVITY

VISITOR VOLUME ⁽²⁾	January	February	March	Q1, 2007
Las Vegas Valley	3,156,419	3,015,850	3,456,738	9,629,007
% CHANGE FROM PRIOR YEAR*:				
Las Vegas Valley	-0.6%	1.3%	1.4%	0.7%
GAMING REVENUE ⁽³⁾	January	February	March	Q1, 2007
Strip	\$605,386,000	\$574,698,000	\$543,675,000	\$1,723,759,000
Downtown	\$54,008,000	\$50,715,000	\$55,330,000	\$160,053,000
Boulder Strip	\$88,614,000	\$72,550,000	\$72,695,000	\$233,859,000
Las Vegas MSA**	\$748,008,000	\$697,963,000	\$671,700,000	\$2,117,671,000
Clark County	\$967,777,000	\$901,821,000	\$889,674,000	\$2,759,272,000
% CHANGE FROM PRIOR YEAR*:				
Strip	-3.5%	4.3%	-0.5%	0.0%
Downtown	-5.8%	-6.2%	-7.0%	-6.3%
Boulder Strip	-5.4%	-3.6%	-16.4%	-8.3%
Las Vegas MSA**	-3.9%	2.6%	-3.0%	-1.5%
Clark County	-2.0%	3.6%	-2.1%	-0.2%

* Q1, 2007 % changes are measured against Q1, 2006 and will not necessarily equal the simple average of % changes by month.

** Las Vegas MSA, as defined by the Las Vegas Convention and Visitors Authority, is comprised of the Strip, Downtown and the Boulder Strip.

BUSINESS LICENSE ACTIVITY ⁽⁴⁾

Jurisdiction	Licenses Issued	Total Active Licenses
Unincorporated Clark County	3,138	55,125
Henderson	956	12,795
North Las Vegas	683	9,326
Las Vegas	1,744	39,274
RDA (Included in Las Vegas)	483	6,717
Clark County*	6,521	116,520

* Excludes cities of Boulder City and Mesquite.

Real Estate Indicators

FOR-SALE ATTACHED & DETACHED RESIDENTIAL PROJECTS ⁽⁵⁾

ACTIVE PROJECTS	Projects	Total Units	Units Unsold	Q1 Sales	Avg. Min. Price*	Avg. Price/sf*
Unincorporated Las Vegas	276	55,335	26,515	3,032	\$378,523	\$204
Henderson	76	20,676	7,177	858	\$393,841	\$199
North Las Vegas	82	15,535	5,697	858	\$322,947	\$148
Las Vegas**	74	11,821	4,639	525	\$398,073	\$224
RDA (Included in Las Vegas)	5	1,559	667	27	\$860,913	\$660
Las Vegas Valley	508	103,367	44,028	5,273	\$373,919	\$196

PROPOSED PROJECTS	Projects	Total Units Planned	Single Family Units	Multi-Family Units	SF/MF Units Mixed
Unincorporated Las Vegas	214	42,819	16,181	25,826	812
Henderson	145	14,621	4,613	6,471	3,537
North Las Vegas	44	7,558	1,740	5,170	648
Las Vegas	77	16,762	3,148	12,091	1,523
RDA (Included in Las Vegas)	13	4,749	60	4,689	-
Las Vegas Valley	480	81,760	25,682	49,558	6,520

* Average price and price per sf are averaged over Q1 minimum selling prices and weighted by Q1 units sold.

** Excluding the RDA, the Las Vegas average minimum price and average price per sf are \$372,979 / \$207.

Note: *Active* defined as projects having sales this quarter.

APARTMENT PROJECTS BY TYPE ⁽⁶⁾

Jurisdiction	Type	Expected Completion					
		Q2'07 - Q4'07		2008		2009	
		Projects	Units	Projects	Units	Projects	Units
Unincorporated Las Vegas	Affordable	-	-	-	-	-	-
	Age Restricted	1	304	-	-	-	-
	Affordable & Age Restricted	2	338	-	-	-	-
	Conventional	4	935	2	713	1	168
	Total	7	1,577	2	713	1	168
Henderson	Affordable	-	-	-	-	-	-
	Age Restricted	-	-	-	-	-	-
	Affordable & Age Restricted	-	-	-	-	-	-
	Conventional	1	390	6	2,430	-	-
	Total	1	390	6	2,430	0	0
North Las Vegas	Affordable	-	-	-	-	-	-
	Age Restricted	-	-	-	-	-	-
	Affordable & Age Restricted	-	-	-	-	-	-
	Conventional	3	838	2	1,035	4	1,672
	Total	3	838	2	1,035	4	1,672
Las Vegas	Affordable	-	-	-	-	-	-
	Age Restricted	-	-	-	-	-	-
	Affordable & Age Restricted	-	-	-	-	-	-
	Conventional	2	795	4	1,474	2	379
	Total	2	795	4	1,474	2	379
RDA (Included in Las Vegas)	Affordable	-	-	-	-	-	-
	Age Restricted	-	-	-	-	-	-
	Affordable & Age Restricted	-	-	-	-	-	-
	Conventional	-	-	-	-	-	-
	Total	0	0	0	0	0	0
Las Vegas Valley	Affordable	-	-	-	-	-	-
	Age Restricted	1	304	-	-	-	-
	Affordable & Age Restricted	2	338	-	-	-	-
	Conventional	10	2,958	14	5,652	7	2,219
	Total	13	3,600	14	5,652	7	2,219

Note: *Affordable* is subsidized housing under Section 42 of the IRS tax code. *Age Restricted* is senior housing, generally age 55 years and older.

PROPOSED APARTMENT UNITS BY QUARTER ⁽⁶⁾

Jurisdiction	Q2'07	Q3'07	Q4'07	2008-2009
Unincorporated Las Vegas	950	527	100	881
Henderson	-	-	390	2,430
North Las Vegas	340	-	498	2,707
Las Vegas	416	379	-	1,853
RDA (Included in Las Vegas)	-	-	-	-
Las Vegas Valley	1,706	906	988	7,871

Real Estate Indicators, continued

APARTMENT RENTS & VACANCIES ⁽⁶⁾

Jurisdiction	Avg. Monthly Rent	Avg. Vacancy
Unincorporated Las Vegas	\$889	6.4%
Henderson	\$970	6.3%
North Las Vegas	\$864	6.3%
Las Vegas	\$886	6.7%
RDA (Included in Las Vegas)	\$669	7.4%
Las Vegas Valley*	\$857	6.5%

* Direct rent and vacancy rates weighted by units by jurisdiction.



FOR-LEASE COMMERCIAL EMPLOYMENT ⁽⁷⁾

	Existing	Under Const.	Planned
RETAIL EMPLOYMENT			
Unincorporated Las Vegas Valley	34,307	1,273	2,950
Henderson	15,007	-	-
North Las Vegas	5,277	1,089	2,728
Las Vegas	30,003	755	316
RDA (Included in Las Vegas)	1,509	-	116
Las Vegas Valley	84,594	3,117	6,110
OFFICE EMPLOYMENT			
Unincorporated Las Vegas Valley	94,131	7,993	12,119
Henderson	22,678	1,622	2,583
North Las Vegas	2,094	175	618
Las Vegas	80,042	466	229
RDA (Included in Las Vegas)	15,432	164	-
Las Vegas Valley	198,945	10,256	15,549
INDUSTRIAL EMPLOYMENT			
Unincorporated Las Vegas Valley	99,411	2,704	7,791
Henderson	16,578	1,294	186
North Las Vegas	33,146	887	1,281
Las Vegas	17,901	-	-
RDA (Included in Las Vegas)	9,211	-	-
Las Vegas Valley	167,037	4,886	9,258

FOR-LEASE COMMERCIAL INVENTORY ⁽⁷⁾

	Projects	Total Existing Space (sf)	Vacancy (%)	Average Rent (\$)	Absorption (sf)	# of Forward Supply Proj.*	Under Const. (sf)	Planned (sf)
RETAIL INVENTORY								
Unincorporated Clark County	105	15,891,847	2.9%	\$2.03	179,521	6	589,800	1,366,514
Henderson	46	6,880,729	1.9%	\$2.34	155,156	1	-	450,000
North Las Vegas	18	2,486,502	4.5%	\$2.21	-85,535	8	512,994	1,285,451
Las Vegas	80	13,905,210	2.9%	\$1.64	-29,206	3	350,000	146,410
RDA (Included in Las Vegas)	6	724,888	6.3%	\$0.72	255	1	-	55,710
Las Vegas Valley	249	39,164,288	2.8%	\$1.94	219,936	18	1,452,794	3,248,375
OFFICE INVENTORY								
Unincorporated Clark County	502	18,862,365	12.7%	\$2.47	-236,345	41	1,601,582	2,428,491
Henderson	120	4,517,163	12.1%	\$2.58	171,386	12	323,000	514,428
North Las Vegas	24	596,670	38.6%	\$2.49	-24,780	6	50,000	175,995
Las Vegas	355	15,046,190	6.9%	\$2.49	320,420	5	87,594	42,982
RDA (Included in Las Vegas)	65	2,823,109	4.3%	\$2.43	279,096	1	30,000	-
Las Vegas Valley	1,001	39,022,388	10.8%	\$2.49	230,681	64	2,062,176	3,161,896
INDUSTRIAL INVENTORY								
Unincorporated Clark County	1,564	57,183,830	4.4%	\$0.85	918,098	61	1,555,608	4,481,813
Henderson	286	9,432,502	3.3%	\$0.74	28,153	7	736,132	105,600
North Las Vegas	474	19,134,154	4.7%	\$0.73	531,634	13	512,300	739,192
Las Vegas	420	10,374,924	5.1%	\$0.84	-176,917	-	-	-
RDA (Included in Las Vegas)	236	5,191,390	2.4%	\$0.77	-70,017	-	-	-
Las Vegas Valley	2,745	96,158,686	4.4%	\$0.81	1,300,968	81	2,804,040	5,326,605

Note: Commercial inventories are based on anchored retail buildings, office buildings within office centers with at least 10,000 square feet of usable space and industrial buildings with roll-up doors.

* Forward supply is a combination of space under construction in a quarter and space planned to begin construction within the next four quarters.

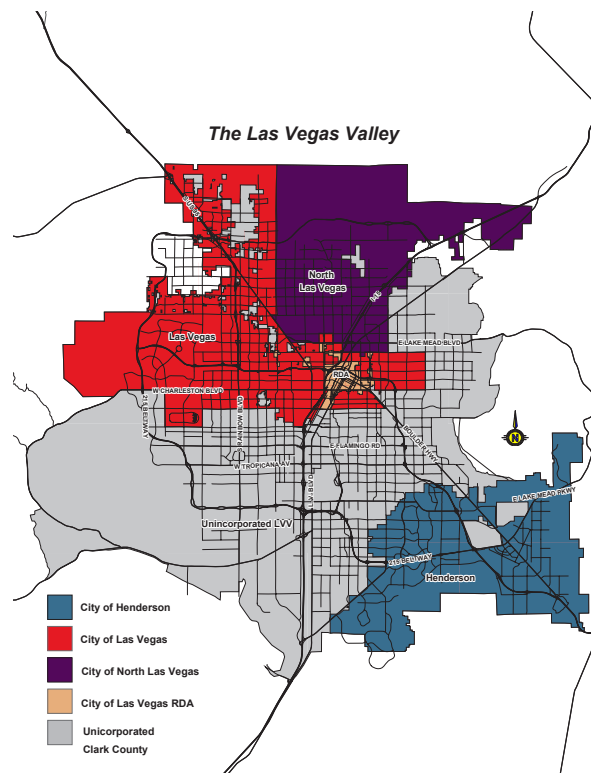
Real Estate Indicators, continued

BUILDING PERMITS / VALUE ⁽⁸⁾

Jurisdiction	Category	Single Family	Multi-Family	Commercial	Hotel/Motel	Total
Unincorporated Clark County	Units	1,915	374	n/a	5,748	8,037
	Permits	1,915	91	107	10	2,123
	Valuation	\$207,101,759	\$151,174,213	\$371,029,446	\$437,402,996	\$1,166,708,414
	Certificates of Occupancy					2,525
Henderson	Units	609	-	n/a	-	605
	Permits	609	83	21	-	713
	Valuation	\$85,255,317	\$20,728,208	\$15,616,450	\$ -	\$121,599,975
	Certificates of Occupancy					833
North Las Vegas	Units	672	475	n/a	-	1,147
	Permits	672	33	38	2	745
	Valuation	\$93,425,733	\$28,756,050	\$26,757,270	\$51,074,822	\$166,708,414
	Certificates of Occupancy					113*
Las Vegas	Units	687	-	n/a	-	687
	Permits	687	-	25	-	712
	Valuation	\$77,682,315	\$ -	\$136,901,985	\$ -	\$214,584,300
	Certificates of Occupancy					713
RDA (Included in Las Vegas)	Units	-	-	n/a	-	-
	Permits	-	-	3	-	3
	Valuation	\$ -	\$ -	\$68,950,000	\$ -	\$68,950,000
	Certificates of Occupancy					12
Clark County**	Units	3,883	849	n/a	5,748	10,480
	Permits	3,883	207	191	12	4,293
	Valuation	\$463,465,124	\$200,668,471	\$550,305,151	\$488,477,818	\$1,702,906,564
	Certificates of Occupancy					4,184

* North Las Vegas records non-residential certificates of occupancy only.

** Excludes cities of Boulder City and Mesquite.



Sources:

- (1) Nevada Department of Employment, Training and Rehabilitation; U.S. Census Bureau; City of Las Vegas
- (2) Las Vegas Convention and Visitors Authority
- (3) Nevada State Gaming Control Board
- (4) County and municipal governments
- (5) Restrepo Consulting Group LLC (RCG); Hanley Wood Market Intelligence
- (6) RCG; UNLV Center for Business and Economic Research; CB Richard Ellis
- (7) RCG; Colliers International
- (8) County and municipal governments; RCG

Disclaimer: The information furnished by Restrepo Consulting Group (RCG) LLC in its quarterly reports to the city under this contract has been obtained from sources RCG deems reliable and is submitted subject to errors, omissions and changes. Although Restrepo Consulting Group LLC has no reason to doubt its accuracy, RCG does not guarantee it.

Staff Promotions: New Deputy Director and Redevelopment Manager

Steve van Gorp, formerly serving as redevelopment manager, has been promoted to the position of deputy director for the office of business development. In this new position, van Gorp will oversee all redevelopment and real estate projects, as well as fast track business entitlements and permitting. While in the position of redevelopment manager, van Gorp helped usher in the first wave of entitlements and construction for new high-rise residential projects in the downtown area. To date, almost 15,000 residential units are under development, planned or completed. In addition, van Gorp became the first chair of the **Union Park Design Review Committee**.

Filling the position of redevelopment manager is **Bill Arent**. Arent previously served as redevelopment



Steve van Gorp was promoted to OBD deputy director.

ment officer for three years. During this time, his accomplishments included successfully negotiating development agreements for the **Lou Ruvo Brain Institute**, the **Smith Center for the Performing**



Bill Arent now serves as redevelopment manager.

Arts and the World Jewelry Center. Supervision of the redevelopment staff is included among the additional duties he'll be taking on in his new position.

Union Park *(continued from page 3)*

rent expectations are that it will be completed within five to 10 years – a much faster pace, as much of the building and business in the Las Vegas area tends to be.

Brandin also highlighted milestones for development in Union Park:

Summer 2007

- Lou Ruvo Brain Institute construction begins.
- Smith Center for Performing Arts design completed.

Fall 2007

- Phase I infrastructure construction to begin.
- World Jewelry Center Heritage International development agreement to be reached.

- Business hotel development agreement to be reached.
- Charlie Palmer Boutique Hotel/Condo development to be reached.

Fall 2008

- Targeted construction start for:
 - Performing arts center.
 - Charlie Palmer Boutique Hotel/Condo.
 - First residential development on Union Park's Parcel F.

Winter 2009

- Construction projected to begin on World Jewelry Center.



Las Vegas ranked third among Metropolitan Statistical Areas in the 2007 Economic Strength Ranking conducted by the POLICOM Corporation.

Based in Florida, POLICOM Corporation creates economic development studies for a variety of private businesses, organizations, communities and associations throughout the country.

Travel Writers *(continued from page 1)*



Travel writers strike a pose with Elvis.

- A working presentation of an 1860s Lithography printing press at **S2 Arts Center** in downtown's 18b Arts District. Only seven of these presses, which produce outstanding quality lithographs, are still operating throughout the world.

The travel writers also experienced a taste of the eclectic retail currently offered in the downtown area. The highlight for many was a stop at **Rainbow Feathers & Crafts**, where the writers learned some tips about making authentic feather masks and boas. Huge supplies of these are ordered each year from this shop for the carnival season in Rio de Janeiro, Brazil.

Holsum Design Center's trendy shops and artist galleries was another tour stop. This former bread factory

located immediately off Charleston Boulevard was built in 1954 and stands witness to Las Vegas' burgeoning preservation efforts.

Additional tour highlights included

a panoramic valley view and cocktails on the 16th floor of the **World Market Center** and a welcome reception around the new shark pool at the **Golden Nugget**.

Food played a major role throughout the tour, with the travel writers experiencing both iconic and newly-developed downtown dining facilities. These included: **Hugo's Cellar at the Four Queens**, **Binion's Ranch Steakhouse**, downtown San Francisco-style bistro **Triple George**, and the **The Grill on Charleston at Holsum Design Center**.

Through formal as well as informal presentations and discussions, the journalists also were provided with an abundance of information on downtown development and redevelopment efforts and successes.



Travel writers tour the Fremont Street Experience.

With New Growth Comes New Faces



JoAnn Crolli



Adrienne Alexander Logan



Shani Coleman



Ryan Haden

With growth comes change. And with more than 150 development projects under construction, pending or planned — and totaling in excess of \$23 billion — the city of Las Vegas **Office of Business Development and Redevelopment Agency** have experienced *a lot* of growth and change. This, in turn, has brought about the need to hire additional personnel.

JoAnn Crolli joined the Office of Business Development and Redevelopment Agency as a business specialist I at the beginning of this year. Previously, she had worked in the city's Public Works Department for five years. In her new position, Crolli handles license and purchase agreements, as well as city council-related business, for the real estate division.

Adrienne Alexander Logan was hired as an office specialist II in April and brings extensive government experience to her new position. For four years she worked as a senior executive assistant for the Department of the Navy in Washington, D.C. She also was employed as a writer and ana-

lyst with the Department of the Navy in Alexandria, Virginia. Logan moved to Las Vegas in 2005, and is happy to be living back in the Western United States and a desert environment, having previously resided in Arizona for almost a decade.

Also new are **Shani Coleman** and **Ryan Haden**, who were brought on board to serve as economic development officers.

Coleman is a Las Vegas native who started with the Office of Business Development in late May. Coleman's background is in commercial real estate and marketing. She will be working on special events, retail marketing, promotional efforts, the Visual Improvement Program and other duties for the economic development division. Coleman is also a Nevada real estate law instructor, assisting individuals seeking to obtain their Nevada Real Estate License.

Haden started in his new position in July. This new employee will provide project management support for the Redevelopment Agency on the 61-acre Union Park development. He will also assist with various downtown

construction projects, as well as offer contract administration assistance. Prior to being employed with the city, Haden worked as a masonry superintendent in Las Vegas and as a mutual fund accountant in the Denver area. Haden received a bachelor's degree in Economics from Colorado State University.



Sweet Taste Of Success!
Bon Appetit magazine has declared Las Vegas to be one of the top five culinary destinations in the United States.



OBD Staff

Administration

Scott D. Adams, director
Steve van Gorp, deputy director
Susan Boniella, management analyst II
June Johns, sr. economic development officer
Margaret Lynn Smith, administrative secretary
Carla Parker, office specialist II

Economic Development

Romeo Betea, economic development manager
Jim Pegues, sr. economic development officer
Richann Johnson, sr. economic development officer
Richard Atkins, sr. economic development officer
Brenda Hughes, sr. economic development officer
Shani Coleman, economic development officer
Debbie Hume, secretary

Redevelopment

Bill Arent, redevelopment manager
David Bratcher, redevelopment officer
Julie Quisenberry, real estate specialist
Scott Carter, redevelopment project analyst
Stoney Douglas, sr. economic development officer
Scott Auyong, sr. economic development officer
Adam Sumner, sr. economic development officer
Tom Burkart, sr. economic development officer
Ryan Haden, economic development officer
JoAnn Crolli, business specialist
Adrienne Alexander, office specialist II
Diane Rodriguez, professional

Special Thanks

Mayor Oscar B. Goodman
Mayor Pro Tem Gary Reese
Councilman Larry Brown
Councilman Steve Wolfson
Councilwoman Lois Tarkanian
Councilman Steven D. Ross
Councilman Ricki Y. Barlow
City Manager Douglas A. Selby

Sign of the Times

In the picture on the right, a workman installs one of four 40-foot neon signs located in the new **Fremont East** entertainment district in downtown Las Vegas. This one is named *Ruby Slipper*. These retro-looking signs evoke the fun and glamour of vintage Las Vegas. They are part of \$5.5 million in streetscaping improvements made possible through a public-private partnership by the city of Las Vegas and Fremont East property owners.



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